

	Demographic Categories	Value	Preselected Value Advertisement 1	Preselected Value Advertisement 2
①	Sports Fan	1	0.5	0.7
②	Science Fiction Fan	0.7		
③	Parent	0		
④	Dog-Lover	0.5		
⑤	Cat-Lover	0.7		
⑥	Annual Income Over \$20,000	1		
⑦	Annual Income Over \$30,000	0	1	
⑧	Annual Income Over \$50,000	0		
⑨	Female Age 20-30	0		
⑩	Male Age 18-40	1		1

FIG. 2

User Input	Weight Value
① Record Program	1.0
② Set Reminder	0.5
③ Tune/Watch Minimum 5 Minutes	0.5
④ Retrieve Information	0.25

FIG. 3

Demographic Categories

Channel	Sports Fan		Science Fiction Fan		...
	Preselected Value (PV)	Weight Factor (WF)	Preselected Value (PV)	Weight Factor (WF)	
ESPN	0.95	2	0.6	1.5	
Channel XYZ	0.5	1	0.8	1.8	
⋮					

FIG. 4

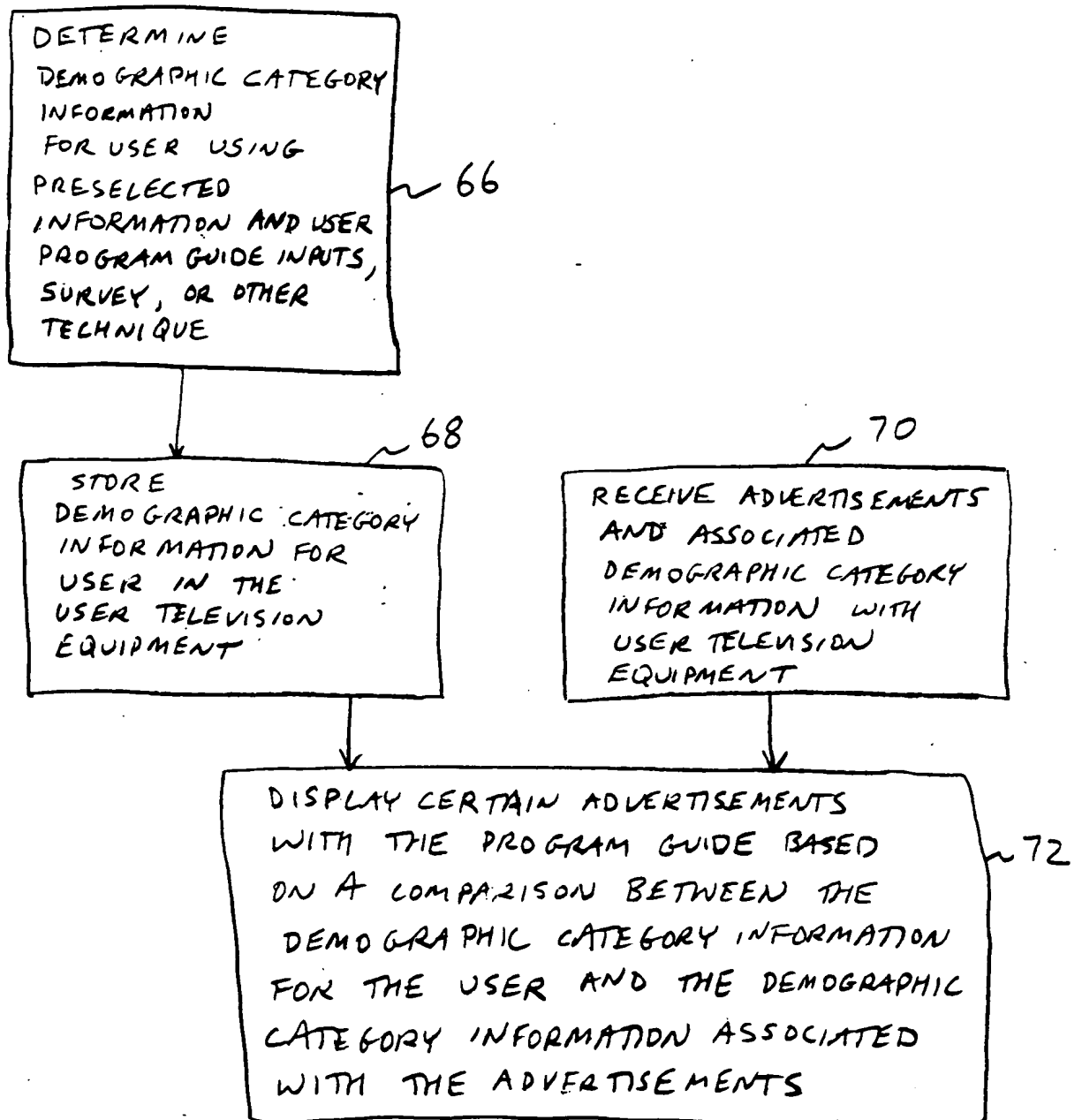


FIG. 5